

memo:

TO : Karen Eisen
Philip Morris

DATE : February 2, 1993

FROM : Bette Levine

CC : N. Ellis (PM)

SUBJECT : Y & R Marlboro Promotion Concepts
Focus Group Summary Findings

We recently conducted four (4) focus groups in Englewood, New Jersey to obtain consumer response to various new promotion concepts prepared by Y & R.

Groups included:

- (2) Marlboro male smokers (1 Reds; 1 Lights)
- (1) Competitive male smokers
- (1) Marlboro female smokers

Promotion Concepts explored:

- "Whole Lot of Red"
- "The Inside Track" (Marlboro Car Program)
- "Right in the Middle of it"
- "Wild Horses" (Marlboro Lights)
- "Keep it wild. Keep it free" (Marlboro Conservancy)

The attached summarizes consumer response to each concept.

BL:lmk

Attachment

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